

Rep Order#	6839269	Ver#	7	Mod#	3	Status	Confirmed
EC'd	Yes						

Traffic Order# 105218

218 **Printed:** 08/21/2012 8:24 AM
 Last Received: 08/16/2012 10:17 AM
Showing Buylines: All Lines

1 of 4

Station KSNV-TV LAS VEGAS, NV.
Advertiser () RNC/ROMNEY FOR PRES
Product RNC-ROMNEY
Estimate# 313
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //313
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm) PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-566-6540
Salesperson FAX# 215-566-1845

— CONTRACT COMMENT —

RNC - ROMNEY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	8P-12A	OLY PRIME	:30	\$6,000.00	08/08-08/10	1	1	1	\$6,000.00	
		Buyline Comment: OLY PRIME										
	2	W-F	5P-630P	NEWS	:30	\$1,000.00	08/08-08/10	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	3	W-F	6A-7A	NEWS	:30	\$700.00	08/08-08/10	6	1	6	\$4,200.00	
		Buyline Comment: NEWS										
	4	M-TU	6A-7A	NEWS	:30	\$700.00	08/13-08/14	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	5	M-TU	7A-9A	NEWS	:30	\$1,400.00	08/13-08/14	4	1	4	\$5,600.00	
		Buyline Comment: TODAY										
	6	W-F	7A-9A	NEWS	:30	\$1,400.00	08/08-08/10	6	1	6	\$8,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A	NEWS	:30	\$500.00	08/13-08/14	2	1	2	\$1,000.00	
		Buyline Comment: TODAY II										
	8	W-F	9A-4P	OLY DAY	:30	\$1,200.00	08/08-08/10	9	1	9	\$10,800.00	
		Buyline Comment: OLY DAY										
	9	M-TU	10A-11A	NEWS	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: TODAY 3										
	10	M-TU	11A-12P	NEWS	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: RR										

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Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	12P-1230P	NEWS	:30	\$425.00	08/13-08/14	4	1	4	\$1,700.00	
				Buyline Comment: NEWS								
	12	M-TU	1P-2P	DAYS	:30	\$425.00	08/13-08/14	2	1	2	\$850.00	
				Buyline Comment: DAYS								
	13	M-TU	2P-3P	DRS	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
				Buyline Comment: DRS								
	14	M-TU	3P-4P	PHIL	:30	\$450.00	08/13-08/14	2	1	2	\$900.00	
				Buyline Comment: PHIL								
	15	M-TU	4P-430P	NEWS	:30	\$600.00	08/13-08/14	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	16	M-TU	430P-5P	NEWS	:30	\$700.00	08/13-08/14	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	17	M-TU	5P-630P	NEWS	:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
				Buyline Comment: NEWS								
	18	W-F	5P-630P	NEWS	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
				Buyline Comment: NEWS								
	19	W-F	630P-7P	NEWS	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
				Buyline Comment: JEP								
	20	M-TU	630P-7P	NEWS	:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
				Buyline Comment: JEP								
	21	M-TU	7P-730P	WHEEL	:30	\$1,100.00	08/13-08/14	2	1	2	\$2,200.00	
				Buyline Comment: WHEEL								

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Product RNC-ROMNEY				BEVERLY, MA 02494				Salesperson ()				
Estimate# 313				Agency C/P1/P2/E //313				Salesperson Phone# 215-568-6540				
Buyer STEPHANIE KINCAID				Flight Dates 08/08/2012 - 08/14/2012				Salesperson FAX# 215-568-1845				
Phone#				Hiatus Weeks								
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	W-F	7P-730P	WHEEL	:30	\$1,000.00	08/08-08/10	3	1	3	\$3,000.00	
	Buyline Comment: WHEEL											
	23	W-F	730P-8P	OLY ZONE	:30	\$750.00	08/08-08/10	3	1	3	\$2,250.00	
	Buyline Comment: OLY ZONE											
	24	W-F	12A-1235A	NEWS	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
	Buyline Comment: NEWS											
	25	SA	9A-6P	OLY DAY	:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
	Buyline Comment: OLY DAY											
	26	SA	730P-8P	OLY ZONE	:30	\$750.00	08/11-08/11	0	0	0	\$0.00	
	Buyline Comment: OLY ZONE											
	27	SA	8P-12A	PRIME OLY	:30	\$6,000.00	08/11-08/11	2	1	2	\$12,000.00	
	Buyline Comment: PRIME OLY											
	28	SA	12A-1230A	NEWS	:30	\$1,000.00	08/11-08/11	2	1	2	\$2,000.00	
	Buyline Comment: NEWS											
	29	SU	6A-6P	OLY	:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
	Buyline Comment: OLY											
	30	SU	6P-630P	NEWS	:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
	Buyline Comment: NEWS											
	31	SU	12A-1230A	NEWS	:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---

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Fax#
Report Totals: 101 / \$112,850.00

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---SALES MONTHLY TOTALS---

Aug 12: 101 / \$112,850.00
Sales Totals: 101 / \$112,850.00
Station Totals: 101 / \$112,850.00
Lines not sent/rcld/rtm: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$341,970	CATV 0%	KBLR 0%	KINC 0%	KLAS 30%	KSNV 33%
		KTNV 20% <td>KTUD 0%<td>KVCW 1%<td>KVMY 1%<td>KVVU 15%</td></td></td></td>	KTUD 0% <td>KVCW 1%<td>KVMY 1%<td>KVVU 15%</td></td></td>	KVCW 1% <td>KVMY 1%<td>KVVU 15%</td></td>	KVMY 1% <td>KVVU 15%</td>	KVVU 15%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NME ORDER
EST SHARES

Books JUL12
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE